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THE LOCATION

November 1984

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Special Feature Page 16

11/3/84

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AMOA Announces 1985 Committee Chairmen

To better serve committee purposes, AMOA committee chairmen will now be appointed prior to the AMOA INTERNATIONAL EXPOSITION of GAMES and MUSIC. Previously, committee chairmen selections were made during the Expo, but beginning with this year, committee chairmen selections will be announced before the Expo. Since the committees are most active during Expo weeks, newly appointed committee chairmen will now have the advantage of working closely with the current committee chairmen, for a smooth transition that will benefit the incoming chairmen for the following year's Expo.

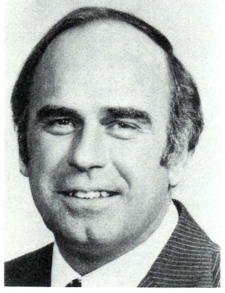
1984-1985 COMMITTEE CHAIRMEN

EXPOSITION CHAIRMEN

Don Van Brackel
A. Van Brackel & Sons
Defiance, Ohio

Russell Mawdsley
Russell-Hall
Holyoke, Massachusetts

REGISTRATION COMMITTEE

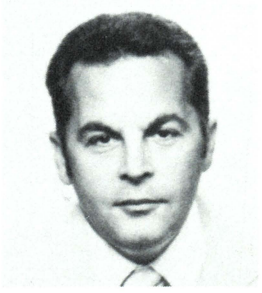


Clyde Knupp (Chairman)
Amuse-O-Matic Company
Fort Dodge, Iowa

Committee members serve in the registration area during the AMOA Exposition to ensure that all visitors and exhibitors comply with the rules of the Exposition concerning the eligibility for and the wearing of proper indentification badges on the exhibit floor. It also is the responsibility of this committee to make recommendations to the Board of Directors for the improvement of registration procedures.

STATE ASSOCIATION COMMITTEE

Eugene Urso (Chairman)
Madison Coin Machine Co
Monona, Wisconsin



The function of the committee is to review current programs to assist state associations and to recommend additional services. The committee is responsible for developing closer relations between AMOA and state associations, and to conduct research programs as the need arises, pertaining to the state associations. The committee also organizes a state association program to be held at the exposition.

EDUCATION COMMITTEE

James Trucano (Chairman)
Black Hills Novelty Company
Gillette, Wyoming

The committee is responsible for all education programs during the Expo. The committee is also responsible for all AMOA educational programs, such as schools, executive development programs, etc...

CIGARETTE COMMITTEE

Earl Gill (Chairman)
Earl Gill Enterprises
Hot Springs, Arkansas

The committee's responsibility is to identify problems pertaining to cigarette vending and to present programs to the Board of Directors.

BANQUET COMMITTEE

J.B. Reaves (Chairman)
Jim III
Whiteville, North Carolina

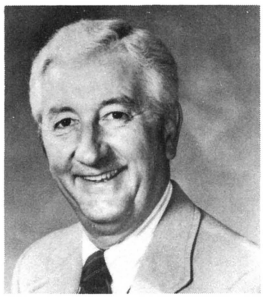
This committee is responsible for the sale and assignment of tickets for the Annual Banquet and Stage Show. Any monies collected from the sale of tickets is to be turned over to the treasurer for deposit in the appropriate account. The committee has the final authority in the assignment of places and tables at the banquet.

AWARDS COMMITTEE

Don Van Brackel (Chairman)
A. Van Brackel & Sons
Defiance, Ohio

The committee is to administer all AMOA Awards Programs according to policies established by the Board of Directors. This committee is to recommend to the Board of Directors any procedures for improving the awards program. This committee is the final judge on the selection of the annual JB and Games Awards.

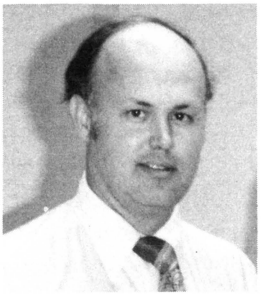
MEMBERSHIP COMMITTEE



John Stocksdale (Chairman)
D & R Music and Vending
Bozeman, Montana

Committee members will conduct the new membership booth in the registration area of the Expo and solicit new members who qualify under the AMOA By-Laws. The committee will also formulate plans for maintaining and building the membership.

PUBLICATIONS COMMITTEE



Manley Lawson (Chairman)
Lawson Music Company
Winter Haven, Florida

Committee supervises the national association's publications and monitors their contracting agents.

(Continued on page 15)

President's Report on the State of Small Business

In March of this year, the Small Business Administration released a fact sheet on the state of small business from President Ronald Reagan. The following is the results of the report.

- 1983 was a good year for small business. The strong performance of the small business sector during 1983 continued from its relatively strong performance during 1982. Small business showed an ability to adapt and grow in times of both economic stress and prosperity.
- Between 1980 and 1982, small businesses generated all of the 984,000 net new jobs in the United States. Small business produced 2,650,000 new jobs, more than offsetting the 1,664,000 lost by larger businesses. The service sector accounted for about half the employment increase.
- Small business also is leading the way in job creation during the recovery. In six major industries for which small and large business-dominated sectors can be identified, small business-dominated industries registered a net employment gain of 2.6 percent from September 1982 to September 1983. Large business-dominated subsectors showed an employment gain of only 1.2 percent.
- Small business dominated the fastest growing industries in the number of new enterprises between 1980 and 1982. New enterprises with fewer than 100 employees in many of the service sectors, such as education, legal and social services, increased between 10 and 15 percent annually.
- The service industry continued to be the fastest growing job generator between 1980 and 1982, accounting for about 52 percent (1.2 million jobs) of the total increase in new jobs; small firms accounted for 89.6 percent of this growth. Together, the finance and mining sectors accounted for 30 percent of the total 1980-1982 employment increase; the trade, transportation, construction, and agricultural sectors accounted for the remainder.
- Small business employs 47.8 percent of the private non-farm work force, contributes 42 percent of sales; and generates approximately 38 percent of our Nation's gross national product.
- Business bankruptcies declined 14.7 percent during 1983 compared to 1982. For the six-month period from July through December, bankruptcies declined 30 percent from the similar 1982 period.
- Small business proprietorship and partnership income grew 19 percent in 1983, compared to 1982. In contrast, wage and salary income increased 6.1 percent.
- There are 14.3 million non-farm businesses in the United States. Approximately 99.7 percent of these businesses are small by the U.S. Small Business Administration's size standards.
- Self-employed workers, who comprised 7.6 percent of the civilian work force in 1983, have made a disproportionately large contribution to the economic recovery. The number of self-

(Continued on page 8)

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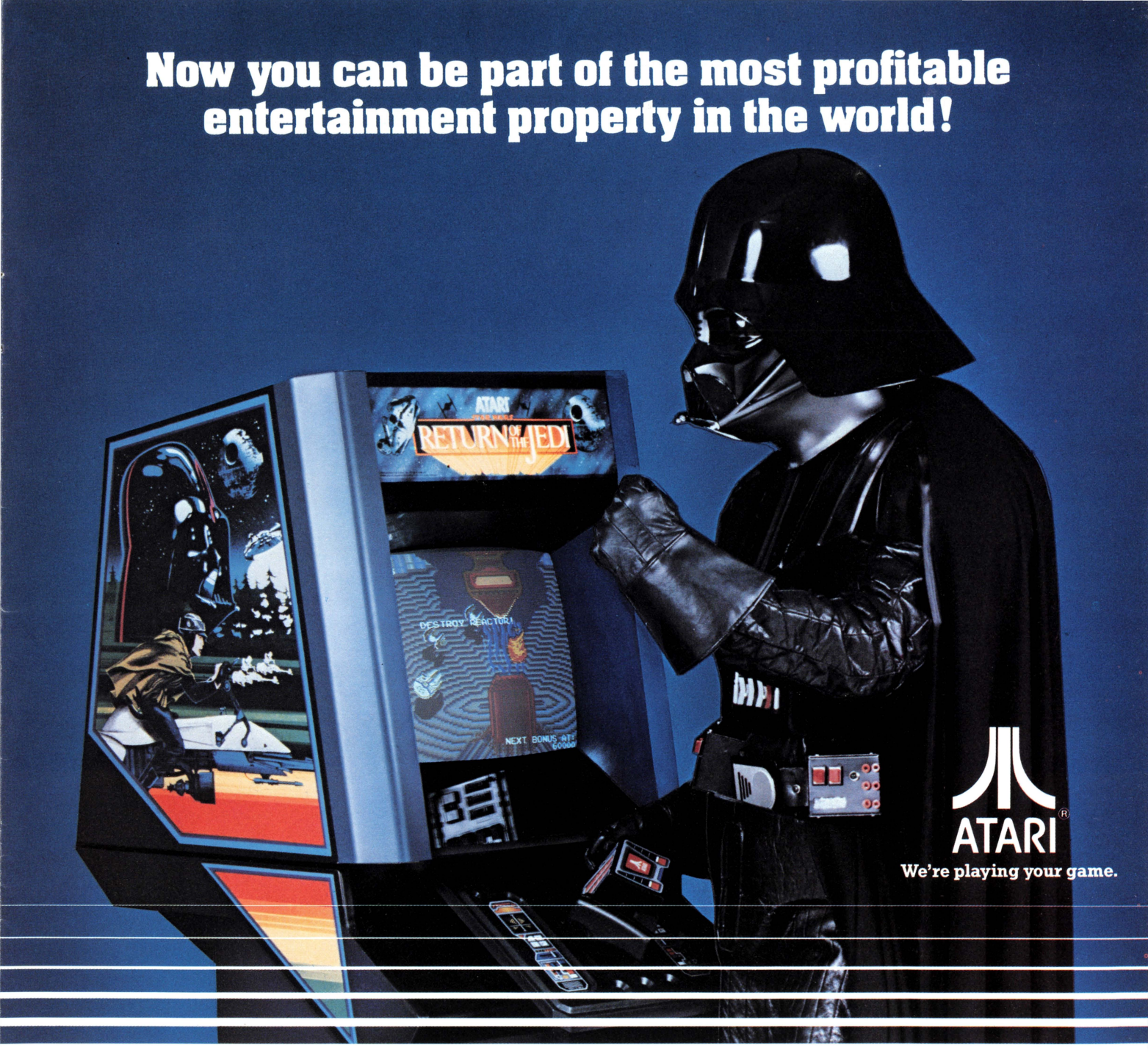

STAR WARS*, the movie, first year domestic gross: $221,300,000!

STAR WARS, *the game,* first year domestic gross: $120,000,000!

RETURN OF THE JEDI, the movie, first year domestic gross: $251,077,676!

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STAR WARS
RETURN OF THE JEDI*

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Small Business

(Continued from page 6)

employed workers increased by 497,000, representing a 6.6 percent rise, compared to a 3.7 percent rise in wage and salary employees.

- From 1980 through 1982 larger firms lost 1.7 million net jobs; most of these losses were concentrated in manufacturing (-1.5 million), retail trade (-0.2 million), wholesale trade (-0.3 million), and transportation (-0.1 million). Employment gains by large businesses in the mining, finance, and service sectors partially offset these losses.
- Eighty-five percent of the new jobs created between 1980 and 1982 came from three regions of the United States: the Mountain States of Montana, Idaho, Colorado, New Mexico, Arizona, Utah, Nevada and Wyoming; the Pacific States of Washington, Oregon, California, Alaska and Hawaii; and the West South Central States of Arkansas, Texas, Oklahoma and Louisiana.
- During 1982 and 1983, business starts increased faster in deregulated industries than in the overall economy, rising 33 percent in the deregulated financial services sector, and 15 percent in the transportation and communications sector, compared to 13 percent in the general economy. In non-bank credit agencies, starts rose 68 percent during 1982 and 1983; no major increases had occurred prior to 1982.
- In 1983, new business incorporations rose by a record 600,000, indicating that more and more Americans are going into business for themselves. The previous record, 580,000, was set in 1981. Between January and September 1983, business starts increased 12.9 percent over the same period in 1982, another sign of the increase in small businesses.
- Ninety percent of the approximately 400,000 businesses that dissolve each year do so for voluntary reasons, such as retirement of the owner. Ninety-nine percent of failed businesses have fewer than 100 employees; over 80 percent are less than 10 years old.
- Younger workers, older workers and female workers are more likely to be employed by small firms than by large firms. A major reason is that small firms are able to provide more part-time work opportunities. Large businesses are more likely to hire prime-age workers 25 to 54 years old.
- New workers entering the work force are more likely to be women than men. Women are projected to increase from 42 percent of the civilian labor force in 1982 to 48 percent in 1995 and will probably account for nearly two of every three additions to the labor force over the next decade.
- **Establishments with 20 or more employees have a 20 percent greater chance of surviving than** establishments with fewer than 20 employees.
- In Fiscal 1982, the Federal Government purchased approximately $159 billion in goods and services from the private sector. Small businesses received $27.1 billion, or 17 percent of the procurement total.
- About one-third of federal prime contract dollars received by small firms are through small business set-aside competition.
- From 1977 to 1980, the number of female-owned sole proprietorships increased 33 percent.
- From 1980 to 1982, the number of self-employed women rose from 2,096,000 to 2,309,000, a 10-percent gain.
- In 1982, nearly half of all women who worked had preschool children, compared to 10 percent in 1948.
- Most women-owned businesses are in the retail trade and service industries.
- Blacks and other minorities are expected to account for nearly one-fourth of the growth of the labor force during the next decade.
- The future growth of minority-owned small firms will be propelled by the fact that younger and better educated minority men and women are increasingly going into business for themselves.
- The number of minority self-employed workers grew 42.8 percent in the 1972-82 decade—from 332,000 to 474,000. By comparison, the number of whites going into business for themselves over that decade grew 35 percent, to a total of 6.8 million.■

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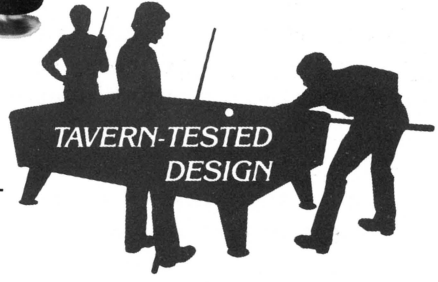

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Yes, A Tax-Free Transfer of Your Business Is Possible

By
James L. Harfield

The typical closely held business was founded and now is run by a one-man gang. Let's call him Joe Success. Assume Joe has been in business for a long time, is ready to retire, and now wants to transfer the business to his oldest son Brad who is chomping at the bit to take over.

Whether Joe ends his business life at an early age or procrastinates until it is too late, transfer of ownership is a certainty. It is only a question of when. The more successful Joe's business becomes, the more the tax cost of the ultimate transfer. Because both income and estate tax rates are graduated, the IRS' share always is on the increase.

As the years go by, my office has seen and continues to see three types of tax disasters in business transfers.

1. The transfer is not done because the founder cannot find a professional who can solve his particular problems. The potential tax cost continues to mount.
2. Procrastination.
3. The transfer has been made. It was done wrong from a tax standpoint, and the founder or his family has been or will be clobbered taxwise.

Here's a typical set of objectives enumerated by business-owning clients:

1. Continue to work until age 60 (Joe is now 57) when Brad will take over.
2. Then slow down, but remain active in a consulting capacity.
3. Keep voting control of the company until taken to the big business in the sky.
4. Have a steady flow of income after retirement.
5. Joe's wife can continue to live in the manner to which she is accustomed if Joe should

(Continued on page 15)

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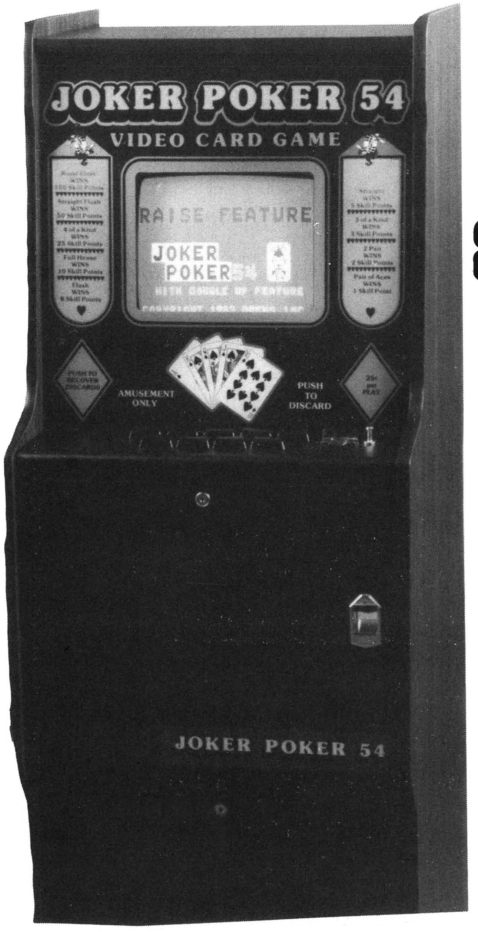

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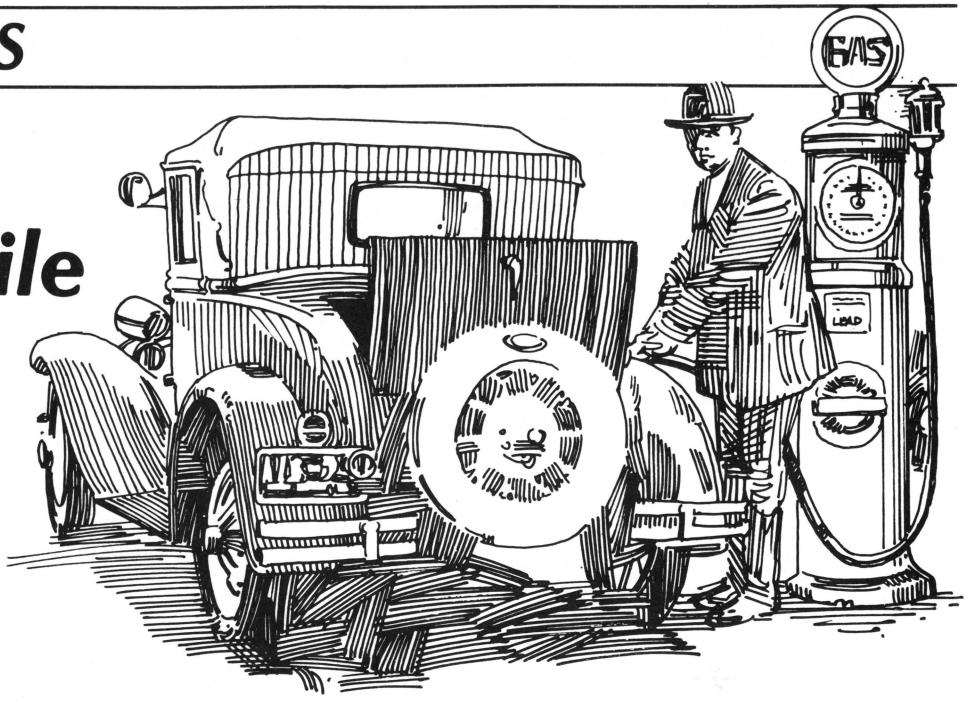

By James L. Harfield

The care and feeding of America's favorite old tax dodge and means of transportation—the automobile—has changed drastically. If your auto's business use is less than 50%, you are not entitled to even one cent of investment tax credit, and you can't use ACRS (Accelerated Cost Recovery System), which allows fast depreciation using a 3-year life. Instead, depreciation must be taken over 5 years using the straight-line method.

Even if your auto's business use is greater than 50%, there are strict limitations. The maximum investment tax credit is $1,000 in the year you put the car in service.. and that's it, no matter how much the car cost. Depreciation is computed in the normal way—straight-line or ACRS—but the deduction is limited to $4,000 in the first year and $6,000 for each subsequent year. No, luxury cars have not been banned as was first thought. But it just might take you a decade to get your depreciation deduction.

Now here are the two killers for the honest taxpayer: (1) You must keep a daily log of your business driving activities or your deduction is zero; and (2) Commuting is not business use. You can't change non-business use into a deduction by "cleverly" putting a telephone inside your car and doing business as you drive or putting advertising on the outside of the vehicle. Any underpayment of tax not supported by proper records is almost sure to get you a negligence penalty and could be subject to a fraud penalty. And here's the final kicker: Your tax return preparer must obtain **written confirmation** that you in fact have kept proper records...if not, the preparer cannot sign your tax return.■

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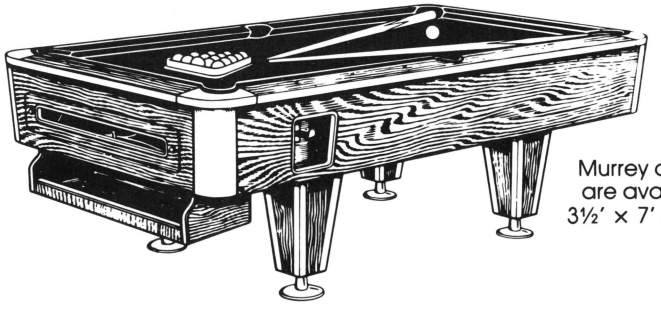

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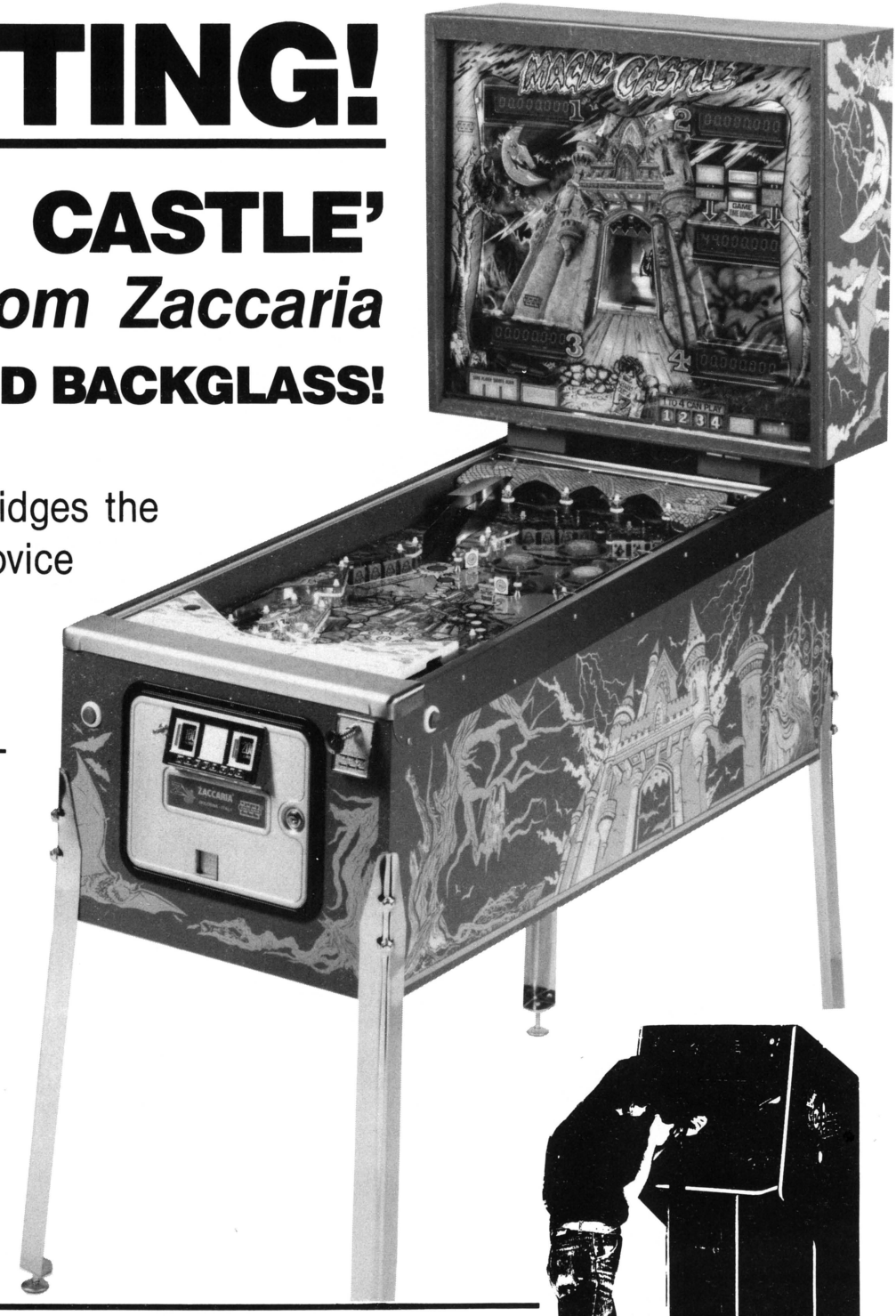

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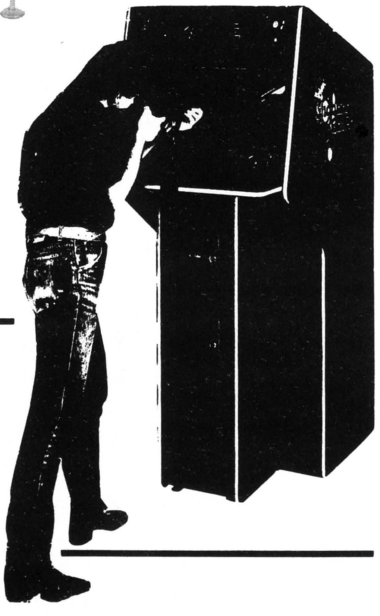

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Business Transfer

(Continued from page 10)

die before her.

6. Joe's other two children, ages 27 and 28, who are not involved in the business, must receive a fair share of Joe's estate.
7. None of the family's real estate or business assets should be sold to pay death taxes.

You are now ready to start formulating a transfer plan.

Two common methods of implementing the plan are (1) a sale of Joe's stock to Brad or (2) a redemption (the corporation buys Joe's stock). Either method kicks up tax to Joe.

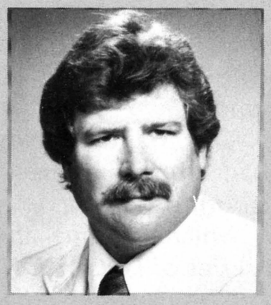
In almost all cases, the best way to accomplish the transfer is a **recapitalization.** It is the most common method used by knowledgeable business owners and professionals, alike. Why? It is capable of accomplishing almost every imaginable objective. For example, a properly structured recapitalization can accomplish all seven objectives stated above. It transfers the future growth of your business to the next generation by freezing the current value of your business into preferred stock, which is kept by the present controlling stockholder (Joe). The common stock, which enjoys the future growth of the business, goes to the next generation of family members (Joe's children). Best of all, the entire transaction is tax free.

Transferring your business to the next generation usually is the biggest single transaction of your life. Done correctly, the tax collector walks away with an empty bag. Done incorrectly, the tax collector enjoys a big payday. Check every possibility with a competent professional before you implement a transfer plan. There are many approaches, exceptions and tax traps not covered in this article.

Would you like more information on how to transfer your business? Send for the Special Report, **Transfer Your Corporation to the Next Generation...Tax Free,** $21 to Blackman, Kallick & Company, Ltd., 180 North LaSalle Street, Chicago, Illinois 60601.■

(Continued from page 5)

EXHIBIT COMMITTEE

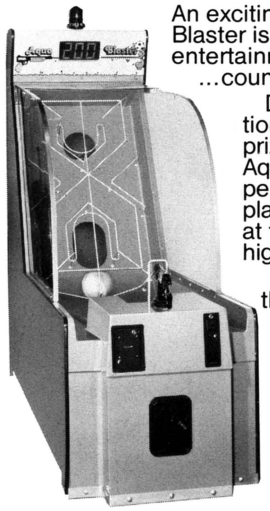


Lee Melchi (Chairman)
Jack F. Eiser Sales Company
Fort Wayne, Indiana

The committee is responsible for the inspection of all exhibits prior to the opening of the Expo to ensure that exhibitors are in compliance with all rules of the Exposition written and unwritten. Any problems arising with exhibits or exhibitors will be brought before this committee. This committee has the responsibility to make recommendations to the Board of Directors for the improvement of the AMOA trade show.

AQUA BLASTER

The new wave in water games.



An exciting new water game, Aqua Blaster is simply *a-mazing* players in entertainment and amusement centers ...countrywide.

Designed to award redemption coupons good for valuable prizes at merchandising centers, Aqua Blaster automatically dispenses tickets each time the player successfully sinks the ball at the top of the maze with a high-pressure water gun.

Aqua Blaster is the newest in the expanding line of successful, solid-state merchandising games created by Skee-Ball.

Go on. Dive in. Make a splash with Aqua Blaster and watch your profits blast competition right out of the water.

Contact SKEE-BALL or your local distributor for more information.

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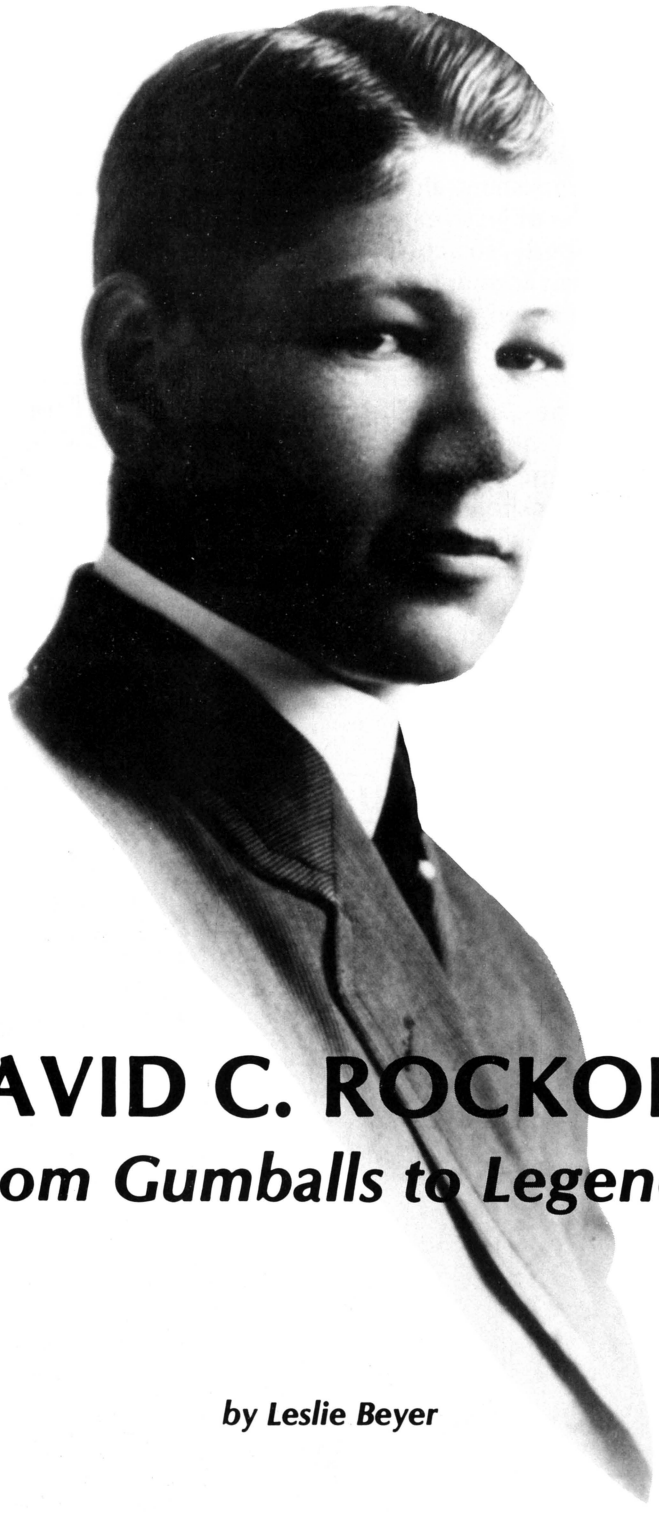

DAVID C. ROCKOLA

From Gumballs to Legends

by Leslie Beyer

(Editors' Note: Some industries always have a self-contained sense of dynamism about them and seldom can this energy be separated from the individuals who make up the industry. I remember watching the class of operators attending last spring's Executive Development courses at Notre Dame and being struck with the singular spirit with which they approached their projects. I have seen that same spirit repeated over and over again through every level of this industry—be they operators, distributors, manufacturers or trade press—all combine into a dynamic business and entertainment force. However, sometimes, either by accident or by arrangement, you come across someone who seems to typify an entire industry—they are the men and women we emulate because they cannot be copied. David C. Rockola, founder and Chairman of the Rock-Ola Manufacturing Company had exactly such an effect on me during the interviews he granted, which became the basis of this series of LOCATION exclusive articles. Articles that should be shared so that we all better appreciate the history of our industry. In this issue, and certainly in the December issue, Leslie Beyer, of the AMOA Staff takes you through the doors of 800 North Kedzie in Chicago, to the home of Rock-ola Manufacturing Company and introduces you to a personal look at the background of the recepient of the industrys' first Merit Award, Mr. David C. Rockola.)

David Rockola while employed at the Baldwin Hotel as a bellhop in 1910.

This is a success story. It is a story of one man's vision and his spirited determination to make that vision a reality.

The world abounds with stories of success. However, there are few in our coin-operated amusement industry that have reached the magnitude of leadership that David C. Rockola has.

Perhaps best known to AMOA operators for his contributions to the jukebox and vendor's industry, Mr. Rockola has set a precedent over the years that others continue to follow. Now at 87, Mr. Rockola's spirit still remains strong and his dedication to the industry he helped form is apparent.

He sits behind a modest wood desk, a jar of jelly beans rest amid scattered papers that affirm his continued involvement with the company he founded and has headed for over half a century. Dressed in conservative blues, he emits a president-like appearance. He is authoritative, involved, concerned. He genuinely questions the interest others show in his life, but with a broad smile, his eyes begin to sparkle and the lines on his face change formation with warm expression as he begins to share with us his stories.

"I originally had cigar stores as a kid. You'd be surprised if I told you the date. It was before the first world war. 1914. Early 1914, and the war started in August of that same year. That was the beginning of my first experience in coin machines. I'll tell you that story..."

Setting his sights at an early age, Mr. Rockola left his home in Virden, Manitoba, Canada, at the age of 12, in search of a job. He made his way to Saskatoon, Saskatchewan, where he found a position as a bellhop at the Baldwin Hotel. While working as a bellhop, young David became interested in education. Through his duties at the hotel, he came in contact with a representative from a machinery company who helped him decide on a course of study.

"I want to know what I can study so I will know everything."

"I talked to this representative," said Mr. Rockola, "I said, I want to know what I can study so I will know everything. He said to me, 'Dave you'll never be able to learn everything.' (At that time, Thomas A. Edison was alive.) I said, How about electricity? Can't you find everything out about electricity?" he continued, "'No,' the representative said to me, 'you'll probably never know everything, but you could learn a lot by learning

(Continued on page 18)

David Rockola taken at the King George Hotel, while employed as page in 1911.

(Continued from page 17)

electricity.' I said no, I want something that I could learn totally, so that I can be efficient in doing what I'm learning." said Mr. Rockola. "In those days, Henry Ford, the inventor of the Model T car, very popular back then, advertised that he would pay all employees, including janitors, $5.00 per day. That was really something." he added. "So, this representative said, 'Well, gasoline engines are very popular.' I said, you can know a lot of things about that can't you? He said, 'Yes.' So, that's what I decided to study."

Mr. Rockola then enrolled in the International Correspondence School and began to study mechanics. He never finished the course to receive his diploma, yet over fifty years later, he received an honorary degree for his studies.

"In 1955, Scranton PA. University International Correspondence School called me up and said, 'Are you the David Rockola that took a course in Saskatoon, Saskatchewan?' I told them them I was, and they told me they wanted to present me with a diploma because I had proved that I had finished the course. I knew I didn't finish the whole course, but I finished a lot of it. So, that's where I got my education. More there than any other place, was with that course." said Mr. Rockola.

Not too much later, Mr. Rockola left Saskatoon and headed for Calgary after working for a short time as a page at the King George Hotel, also in Saskatoon. On his way to Calgary, he stopped off in Medicine Hat, Alberta, Canada, and learned that they were having quite a real estate boom in Laurel, about 12 miles west of

Mr. Rockola was asked to operate this thrashing machine during a county fair in the summer of 1912. He was 14 years-old at the time.

Medicine Hat. It was 1914, and Mr. Rockola was 17 years old when he heard about a hotel that was being built there. With only about two hundred dollars, he made a deal with a tobacco company in Medicine Hat, to set up a cigar shop in the new hotel in Laurel.

"When I got out, I had nothing left. They took my cigar store away from me."

As one of Mr. Rockola's first business ventures, he worked hard to make it a success. But his efforts ended up only leading him to misfortune.

"I went into the cigar business in this hotel and of course, like a fool, I worked all day and night. I ended up in the Medicine Hat hospital because I worked too many hours. I had dyptheria fever. When I got out, I had nothing left. They took my cigar store away from me." said Mr. Rockola.

With nothing left to keep him in Laurel, he set out to start again. He headed for his original destination of Calgary filled with determination.

Arriving in Calgary, Mr. Rockola found a job at the Yale Hotel working as a bellhop once again. Still interested in cigars, he set his sights at giving another try to starting his own business.

"I knew of the United Cigar Company. I knew they had stores in Chicago and many other American cities, from my conversations with different hotel clerks that I had worked with, that had come to Canada. There was another new hotel opening, called the St. Louis Hotel and I made a deal to put a cigar store in this hotel. It was a small hotel and I would never be able to make any money there, but what did I know about making money? I just knew I had to do something." said Mr. Rockola.

In the meantime, Mr. Rockola got another job as an elevator operator in a building not too far from the St. Louis Hotel. He was now working in the cigar shop during the evenings and operated the elevator during the day.

During this time, he began to put some of his business sense to use. He hired a salesgirl to work in the store during the day, after reasoning, "Why would a man want to come to a person like me to buy cigars? They would rather talk to a pretty girl." With the girl taking over the cigar shop duties, Mr. Rockola continued his work as an elevator operator and concentrated on new business ideas.

Not too much later, he came across a cabinet maker with whom

(Continued on page 20)

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he made a deal to make cigar wall and showcases for the store. These two new elements, the salesgirl and the showcases, improved business and Mr. Rockola was able to get by. From his cigar shop, he came across his first experience in the coin machine industry.

One day, two representatives from the Mills Novelty Company entered his cigar shop. The two men questioned the salesgirl about installing a machine called a trade stimulator in the store. It was a machine that took a nickel and the customer would receive a package of gumballs and one play on the stimulator. The customer at times, could win various brass tokens that had holes in their centers. The customer could then turn them in to the store owner in exchange for merchandise, or he could play them back into the machine to try and win more tokens. Once the brass tokens were replayed, the customer could not receive any more gumballs, unless another nickel was deposited in the machine. The salesgirl explained to Mr. Rockola what the two men had told her, saying that the machine wouldn't cost him anything, it would **pay** a percentage of the revenues and the gum would also be supplied.

Interested in the new prospect, he met with the two men the next night and after one particular sales pitch from the men, Mr. Rockola agreed to install the machine.

"The machine not only paid for the salesgirl's salary, it brought in a good deal of money."

"They told me that the percentage of revenues I received would even pay my salesgirl's salary. Well, that was quite an inducement!" said Mr. Rockola. "I'm as green as grass, so I figured, what more could I expect than for it to pay my salesgirl's salary."

After a few months, the results showed Mr. Rockola he had made the right decision.

"The machine not only paid for the salesgirl's salary, it brought in a good deal of money. So I said to myself, I'm in the wrong business!"

Through this, he decided to enter the coin-op industry and he placed his efforts in seeking employment with the manufacturers of the trade stimulators. But Mr. Rockola soon found the task was more difficult than he anticipated.

"The Mills Novelty Company sales representatives who had exclusive rights to sell the stimulators, had taken the names off the machines, so you couldn't find out where they were made. I didn't know if they came from Chicago or somewhere else."

Determined to enter the industry, Mr. Rockola tried another approach. He decided to seek employment directly with the people who had set him up with the machine in his store. He spoke to the Mills representatives and told them he was willing to do anything they could offer him. The representatives unfortunately had nothing available. But he didn't give up. After some persistence from Mr. Rockola, the representatives came up with a solution. Their distributorship was opening up a new operation in Winnepeg, Manitoba and they would be in need of some mechanics to service the trade stimulators. Being mechanically inclined, but not knowing much about the field, Mr. Rockola eagerly agreed to give the position a try. Within a few months, he sold his cigar shop and made his way to Winnepeg.

He stayed in Winnepeg for a while servicing machines and through his position there, gained the mechanical expertise that would one day put him into the forefront of the coin machine industry.

Feeling the need to move on, he left Winnepeg and ventured into other business areas for the next few years, but always found himself continually being drawn back to coin machines.

The coin machine amusement industry had begun to grow at a fast pace and manufacturing companies were flourishing in the United States. Chicago had started to become one of the major manufacturing cities in the nation and Mr. Rockola knew that is where he should go to be in the center of activity. In 1919, he moved to Chicago with no job and little money. Finding a place to live with no income was difficult, but Mr. Rockola had luck on his side. He came across a boarding house that was run by an understanding German woman who agreed to let him stay, knowing he would pay her when he found a job.

"I figured if I made a thousand machines and made a dollar a week, I'd make $52,000 a year. I'd be rich!"

While looking for a job, he started to tinker with making his own machines in the basement of

David Rockola displays a few of his hand-made gumball machines.

the boarding house. Without many materials, Mr. Rockola was limited to simple coin machines. He had seen gumball machines and reasoned that if he made them and put them in various locations, he could possibly make a good living.

"I figured if I made a thousand machines and made a dollar a week, I'd make $52,000 a year I'd be rich!" laughed Mr. Rockola.

He never reached his anticipated gumball machine success, but failure was never an obstacle for Mr. Rockola. He thought in a big way and refused to let a minor setback deter his vision. He simply moved on to a new venture.

Still determined to stay in the coin machine industry, he found a position with the O.D. Jennings Company in Chicago, manufacturers of various coin machines, where he worked building their products. During the time spent with the Jennings company, his knowledge of the manufacturing business grew even more. Filled with information and a sharp business sense, Mr. Rockola decided it was time to move on again. He wanted to stay in manufacturing and made one more stop off before trying his own hand in the industry. He found a job with the Watling Corporation, makers of personal weighing scales. After spending some time with the company, he left to start his own scale company.

He bought a small store building on the south side of Chicago, with money he had saved and he set up shop. By 1927, Mr. Rockola was designing and manufacturing a coin-operated personal weighing scale that would soon lead him to the well known Rock-Ola "Lo Boy" scale. The Rock-Ola Scale Company was a success and Mr. Rockola made a point of becoming involved in all aspects of the business. He concerned himself with the operator's problems and took personal interest in correcting mechanical faults. He set his mind on producing the most reliable machines on the market. He never settled for less. Even today, there are owners of the Rock-Ola "Lo Boy" scale who consider it a priceless collectors item. He believed in and stood behind everything he made. It was a trait he lived by and it would ultimately lead him to continued success in the jukebox and vending industry.■

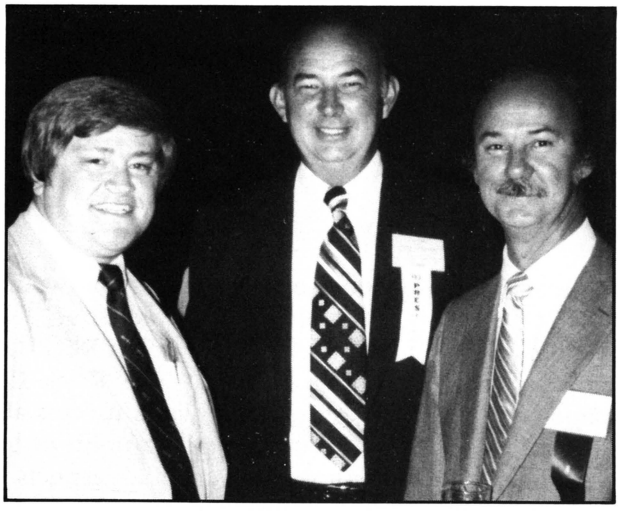
NCCOA Celebrates 20th Anniversary

More than 170 operators, distributors and exhibitors traveled to Charlotte, N.C., to celebrate the 20th anniversary of the North Carolina Coin Operators Association September 13-16. A few operators were unable to attend due to the damage done along the coast by hurricane Diana, although early reports indicated that operators in that area did not suffer much damage to their equipment or buildings.

A number of distributors and manufacturers were present for the 11th NCCOA Exposition, and several new games were on display. The Pool Tournament had over 30 participants, with Jim Reaves III taking the top honor, and Bob Hauser taking second place. Blair Norris ran the Golf Tournament, and Chairwoman, Cindy Earp, organized an excellent Ladies Lunch and Tour.

President, Bobby Earp, was honored at the Annual Banquet for his outstanding contributions as President of NCCOA for the past two years. Plaques of recognition were presented to the retiring officers and directors for their contributions during the past year, and special recognition was given to Jimmy Watkins for his efforts in organizing the 1984 Convention. AMOA President Dock Ringo and Executive Vice President Leo Droste, discussed the programs and activities of AMOA during the annual business meeting.

1984-1985 Officers elected by the membership are Knapp Brabble, President (Spedic Vending Service, Inc.); Dan Kinlaw, 1st Vice President (Tar Heel Vending Co.); Milton Brooks, 2nd Vice President (Tankard Music Co.); Fred Ayers, Jr., 3rd Vice President (Fred Ayers Music Co.); Bobby Earp, Secretary (And-So Amusement Co.); Jim Smith, Treasurer (S & F Amusement Co.); and Neal Crenshaw, Sgt.-at-Arms (Raleigh Music Co.).■



(l-r) NCCOA President, Bobby Earp; NCCOA President Elect, Knapp Brabble; and NCCOA 2nd Vice President, Milton Brooks.

West Virginia Association Elects New Officers

During its recent convention and exposition, the West Virginia Music and Vending Association appointed its new officers. They are as follows:

President:	Jerry Derrick Derrick Music Company Charleston, WV
First Vice President:	James Kiser K & K Music Company Beckley, WV
Second Vice President:	Richard Paxton Paxton Music & Vending Charleston, WV
Secretary:	Leoma Ballard Belle Amusement Company Belle, WV
Treasurer:	Aretta W. McCarus Belle Amusement Company Belle, WV
Sgt.-At-Arms:	Anthony McCarus Belle Amusement Company Belle, WV

(l-r) WVMVA President, Jerry Derrick; WVMVA Director, Leo Smith; WVMVA Past President, John Newberry; WVMVA Secretary, Leoma Ballard; AMOA President, Dock Ringo and Betty Ringo.

Montana Amusement and Music Operators Association members listen attentively during a meeting held at their convention, July 21-23.

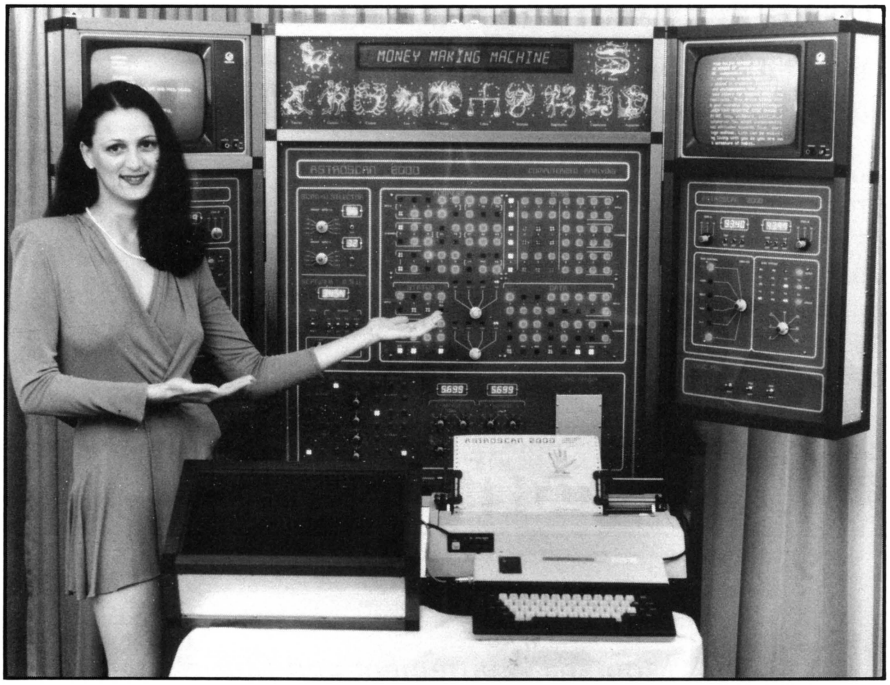
An Announcement From The Licensing Division To All State Associations

In an effort to foster the understanding of the compulsory licensing system, the Licensing Division of the Copyright Office, Washington, D.C., has commissioned the production of a Media Presentation. The presentation explains the compulsory licensing provisions of the Copyright Act and the Division's role in administering these sections.

The licensing Division Staff would welcome the opportunity to participate in seminars or meetings held by your state association if you feel that the presentation would be beneficial to your members. Please submit your request for the presentation at least six weeks prior to your meeting to allow time for approval and scheduling. There is no charge for this service. However, since travel funds are limited, the requestor is asked to supplement any expenses possible.

For further information concerning the Media Presentation and their availability to participate, please contact George Lanier, Public Affairs Specialists, at (202) 287-8150 or write George Lanier at the United States Copyright Office, Library of Congress, Washington, D.C. 20557.■

Astroscan 2000 Rates Customer Sex Appeal



Sino Nominees Pty. Ltd., an Australian company, has recently introduced a computerized machine capable of measuring the customer's sex appeal.

Called the Astroscan 2000, this large eye-catching display unit, covered with flashing lights and electronic gadgets, gives signature, plamistry, numerology and astrology readings simultaneously.

Mrs. E. Blumenthal, Director of Sino Nominees Pty. Ltd., says "Astroscan is ahead of anything on the U.S. market. Some old-fashioned machines give astrology and signature analysis, but none do a palm reading scientifically based on an optical scanner computer."

The machine sold as a complete business package, is ready to set up at festivals, fairs and shopping centers and Blumenthal says so far its success rate has been tremendous.

The machine, first displayed in the U.S. at the Aussie Expo in Newport, Rhode Island, during the America's Cup, attracted over 300 clients a day. Blumenthal said over 80 percent of the business came when she featured "How does your sex appeal rate?" on the moving display screen.

Blumenthal states that buying a machine presents an ideal opportunity for someone wanting to start their own small business, desiring an additional income or wanting to return to the workforce. She also adds that a good operator could regain the cost of the machine in 6-8 months and if the machine were in an extremely busy location, it could even take a much shorter time.

Basically, the Astroscan 2000 was designed for fun and enjoyment. It produces a character analysis on a computer print-out under the headings of plamistry, astrology, signature analysis and numerology.

Blumenthal stresses that the results are not random, but a sophisticated computer program was developed in conjunction with hand-writing experts, astrologers and palmists.

For $3 a shot, a client's signature and birthdate are recorded on a card and his/her hands are placed on an optical scanner which feeds the configuration of lines into the computer.

The operator punches in the birthdate through a keyboard and the computer program calculates the client's astrology sign and numerology reading. The signature is also placed over an optical scanner by the operator for analysis.

A three page report is then produced by the printer, giving separate character descriptions based on the four arts. This is simultaneously shown on two screens featured on the 6 ft. 3 in. x 5 ft. display unit.

Blumenthal says that people are continually astonished at the accuracy of descriptions, due to the fact that the machine as programmed to tell them what they wanted to know about themselves and each other.

The whole system is designed as a mobile ready-to-start business and has been sold to operators in Singapore, the Philippines, Malaysia, Germany and Austria, as well as the United States.

(Continued on page 25)

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Our *real* game is boosting your profits!

(Continued from page 24)

The display board folds up neatly to fit into the back of a station wagon and the system can be set up in 20 minutes and operated without special skills.

Servicing of the display unit can be carried out by any electronic technician and the computer will be replaced immediately by telephoning Australia, reverse charges, if any problems arise.

One final feature, a lucky number selection on the printout, has already proved successful for an American client. The tenth person at the Aussie Expo to test his sex appeal rating, won $10,000 in a lottery using the numbers.

For additional information, contact: Sino Nominees Pty. Ltd,
28 Thomas Street,
East Brighton
Melbourne Victoria 3187
Australia
Telephone: (03) 557-7354 or (03) 579-4646
Telex: AA 36405 Omarco■

Dynamo Introduces "Push Lok" Fastener For 'Big D' Pool Table

Texas-based pool and soccer table manufacturer, the Dynamo Corporation, recently announced that all Dynamo 'Big D' tables will now come equipped with a new feature called "Push Lok" fasteners. Developed in-house, the plastic Push Lok is used to attach the pocket liner to the corner casting, replacing the nails that were previously used.

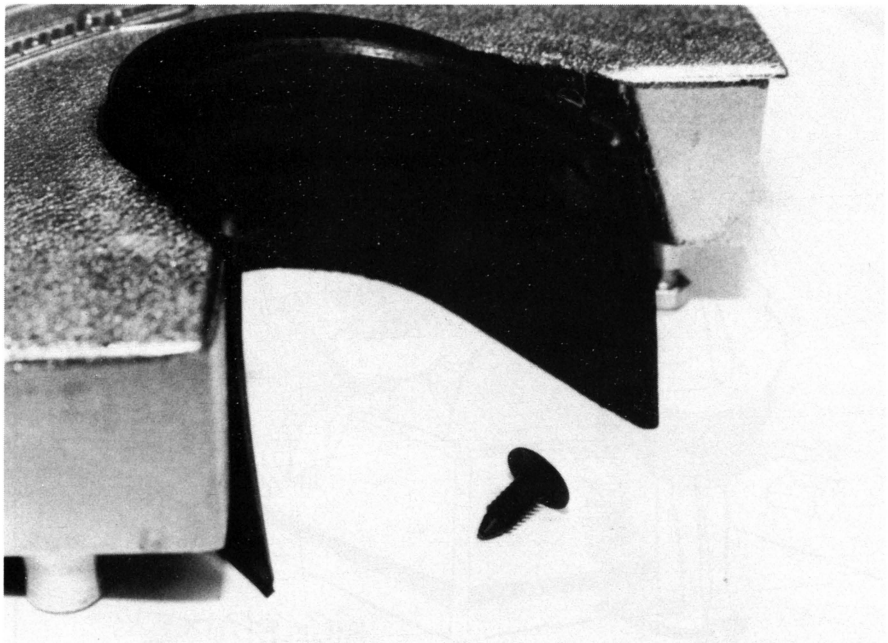
The black plastic Push Lok is 7/8" long and has a large head (approximately 5/8" in diameter). This large head prevents the fastener from tearing the pocket liner or marring the balls, problems common to nails used in the past.

In addition, the new Push Loks are easy to replace. To remove a Push Lok, simply cut off the plastic head. When the new Push Lok is pushed into place, it will force the remaining piece out.

"With the new plastic Push Lok, there are no frustrating nails to break or drill out," explained Dynamo President Bill Rickett. "And when putting in the new fastener, there's no need to hammer—just push it into the hole and Push Lok locks itself into place."

"We know that replacing pocket liners can be a frustrating and time consuming process for pool table operators," he added. "We're very pleased to introduce this new feature which should simplify that process and make replacing a pocket liner an easy task completed in a matter of minutes."

For more information on Dynamo's improved 'Big D' pool table with the new Push Lok fasteners, contact: Dynamo Corp., 1805 S. Great Southwest Parkway, Grand Praire, TX 75051; (214) 641-4286 or 1-800-527-6054.■



Shown here is the new plastic "Push Lok" pocket liner fastener developed by Dynamo Corp. for their 'Big D' pool table.

SERVICE TIPS

FAST AID HOT LINE: 800-323-0666
EXCEPT ILLINOIS: 312-981-1000 Ext. 215
TELEX: 253290

TAITO®

■ FOR YOUR INFORMATION

ATTN: SERVICE MANAGERS

GAME: ICE COLD BEER, ZEKE'S PEAK

SUBJECT: THE SWITCHES IN THESE GAMES ARE IN A MATRIX. IF ONE OF THE SWITCHES ON A SENSE LINE IS STUCK CLOSED OR IS SHORTED, THE OTHER SWITCHES ON THE SENSE LINE WILL NOT BE READ.

SOLUTION: THE FOLLOWING IS A CHART FOR THE SWITCH MATRIX.

PROCEDURE: IF A SWITCH WILL NOT WORK, CHECK THE OTHER SWITCHES ON THE SAME SENSE LINE.

	SCANO	SCAN1	SCAN2
SENSE0	START SWITCH	HOLE 1	HOLE 8
SENSE1	COIN SWITCHES	HOLE 2	HOLE 9
SENSE2	BALL GATE SWITCH	HOLE 3	HOLE 10
SENSE3	TILT SWITCHES	HOLE 4	TICKET TEST SWITCH
SENSE4	SERVICE SWITCH	HOLE 5	ERRAND BALL SWITCH
SENSE5	HOPPER STOP	HOLE 6	NOT USED
SENSE6	HOPPER MOTION (NOT USED)	HOLE 7	NOT USED

TAITO AMERICA CORPORATION
1256 Estes Ave., Elk Grove Village, IL 60007

SERVICE BULLETINS

Bally MIDWAY MFG. CO.

10601 WEST BELMONT AVE.
FRANKLIN PARK, ILLINOIS 60131
(312) 451-9200
TELEX: 72-1596

SERVICE BULLETIN

GAMES: **10 PIN DELUXE SHUFFLE ALLEY**

SUBJECT: **WILDCAT #200 SHUFFLE ALLEY WAX AND CLEANER (Revision of Service Bulletin dated May 7, 1984, on 10 Pin Deluxe Shuffle Alley)**

LABEL DIRECTIONS

1. Shake well.
2. Apply a small amount on shuffle alley playfield.
3. With a clean cloth, spread and work it in over entire playfield.
4. Wipe off excess and with a clean cloth polish to a dry shine.

The Wildcat #200 Shuffle Alley Wax and Cleaner can be ordered by Bally Midway Distributors from the Bally Midway Parts Department (Part No. 0017-00008-0106).

BHUZAC INT'L, INC.

Model: ***DEVIL RIDERS***
Pinball by ZACCARIA

Subject: **GAME PROGRAMMING**

Original factory settings for DEVIL RIDERS is quite difficult for the novice player. Also, initial installations of DEVIL RIDERS should be accomplished with the GAME TIME BONUS programmed to the OFF condition. The un-initiated player may think the game is timed rather than set for a specific number of balls for regular play.

SOLUTION

Eight program examples have been prepared to aid the operator in maximizing his collections. Both three ball and five ball versions are included, as well as versions for states that will not allow replays. The sample programs are set one coin/one credit.

After the machine has been on location for a few weeks, the bonus may be added to encourage more play.

VER.	DESCRIPTION
3A	3 Balls, no GAME TIME BONUE
3B	3 Balls, GAME TIME BONUS included
3C	Same as 3A but no replays
3D	Same as 3B but no replays
5A	Same as 3A but 5 balls
5B	Same as 3B but 5 balls
5C	Same as 3C but 5 balls
5D	Same as 3D but 5 balls

Contact Bhuzac International, Inc., 384 A Foster City Blvd., Foster City, CA 94404, for the above reprogramming options.

SMS manufacturing corporation

3 BROADWAY
POINT PLEASANT BEACH
N.J. 08742

SERVICE BULLETIN

*** Recommended**

ATTN: All Technicians

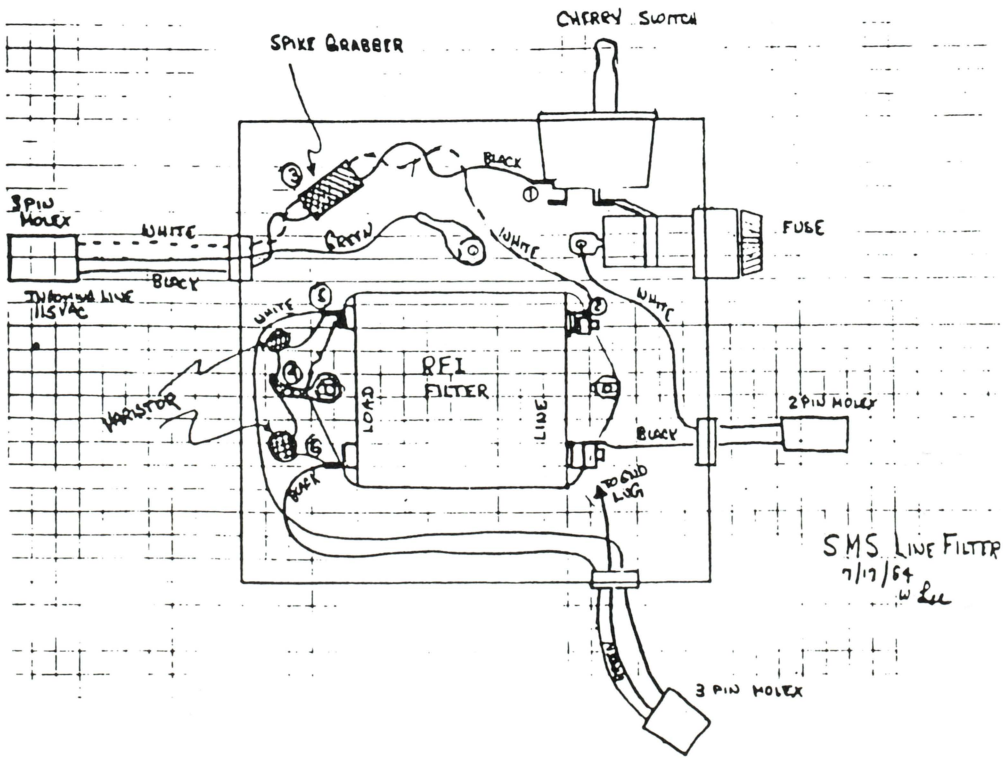
GAMES: All SMS Games

SUBJECT: Voltage Surge Protection

PROBLEM: Occasionally, sharp voltage increases/decreases will affect "memory" on the P.C. Board and have an adverse affect on game settings and percentages; possibly going so far as to cause a complete shut-down of the game.

SOLUTION: Some minor modification work must be done inside the line filter box.

(A) Pull the A.C. Power Plug from wall socket
(B) Remove line filter box from wall of cabinet
(1) Unsolder black wire incoming line 115 vac from cherry switch
(2) Unsolder white wire from RFI filter incoming line 115 vac
(3) Twist white & black wires, slip on spike grabber (toroid), twist wires and resolder (1) & (2)
(4) Solder 2 varistors (GE part # V130LA10A) to solder tab and bolt tab to RFI filter
(5) Solder varistor to lug and white wire (load side)
(6) Solder varistor to lug and black wire (load side)
Replace line filter box to wall of cabinet



For Info. call: 201·295·2777 In N.J • 800·221·0138 Outside N.J • Telex 132 168

New AMOA Insurance Plan Can Save You Up to 27%

The Amusement & Music Operators Association is now offering an improved life and health program to its members. Members recently received a mailing with a brochure outlining the coverages available and telling them of reduced rates. In addition, many members have already been contacted by telephone in a stepped-up marketing program attempting to reach all members and explain the program in detail, and, if possible, provide rate information over the phone.

Members in certain areas may also be contacted by representatives of Washington National Insurance Company, the underwriters of the program. This option is available in many parts of the country to those members who prefer to deal face-to-face with an agent when selecting the life and health program they will make available to their employees.

This new combination of direct mail and telemarketing with the face-to-face agent contact offers AMOA members many choices, and the associations members have responded. In the past month, many members have been contacted directly and have requested proposals. "Those people we have talked with are very interested in the new Preferred Plans," said John Atwood, manager of the Telemarketing Unit in the Association Group Insurance Trust Office. "Even those that are not looking to make any changes right now are asking to be contacted later in the year when their current programs are due to be reviewed. Through use of our computer systems we will be keeping track of these people and be getting to them at the appropriate time," said Atwood.

Rates for the new Preferred Plans are as much as 27% lower than those charged for the old AMOA plans, and there are more deductible options available. The plans continue to be flexible in order to meet the needs of a majority of members. "No matter what size the member, we can pretty well tailor the plan to fit their insurance requirements," said Kathleen August, who coordinates the sales and service units. "Whether a member is interested in saving money or offering employees an attractive benefits package, we can assist them in choosing among the options available."

The new Preferred Plans are putting meaning back into the power of group buying. Once again, by coming together an association is able to offer its members substantial savings in the purchase of life and health coverage when compared to individually purchased policies, especially for the small employer.

What is making this program so attractive? Certainly the competitive rating structure is one of the key features in many geographic areas. But, the plans are now allowing employers to elect higher deductibles and cut costs by sharing these deductibles with employees in an effort to cut down on unnecessary usage and yet provide excellent protection when needed. Some of the automatic cost containment features are also being viewed as a plus since they will also act to reduce over utilization, thus hold the rates steady and control the skyrocketing medical costs of the past few years.

These new plans are also being made available to members who are currently insured in the AMOA program and able to meet the same underwriting standards required of new participants.

AMOA new plan is available to any company with 2 or more employees (working owners, partners or officers, as well as a spouse who meets the requirement of 30 hours per week can be considered in this count). Companies with less than 15 employees will be able to join without this requirement.

Life insurance is available up to $75,000, the new minimum benefit amount is $10,000. There are four plans from which an employer may choose.

There are also four deductibles available on the Comprehensive Major Medical Program, ranging from $100 to $1,000. (After the deductible has been satisfied, the plan pays 80% and the insured pays 20% until eligible expenses, excluding the deductible, exceed $1,000 in any one calendar year. There is a maximum of 3 deductibles per family.) The Lifetime Maximum for each insured is $1,000,000.

Employers may also choose to include Dental Expense coverage and/or Weekly Accident and Sickness Benefits. The dental insurance has been well received and in surveys is perceived as a great benefit by employees. The Weekly Accident and Sickness plan can act to protect an employer's cash flow by paying a person who is unable to work due to a covered sickness or accident. Benefits can be paid up to 26 weeks and are based upon salary. An employee can receive 66 2/3% of their

(Continued on page 34)

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The Historical Facts Behind Shuffleboard

Shuffleboard has a nebulous but colorful historical background. Some have claimed that it originated in Scotland, England, or other European countries, but no definite proof has been found. It seems most likely that the game of shuffleboard is a derivative of the ancient sport of lagging coins at a mark. That sport goes back beyond the beginning of history and some place along the line, someone used the top of a table for his playing field.

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PS Form July 1982 3526

Many historians have claimed that the Scots invented the game because of its similarity to curling. At any rate, its popularity spread rapidly throughout the British Iles and Europe. It gained such popular acceptance that King Henry VIII placed a ban against groats or groatboard as it was know then. The story goes that the professional soldiers and the peasantry were spending all of their time at this fascinating game and not practicing their respective skills. The army was going to pot and the tills of the nobility were not being filled due to a sharp reduction in the amount of taxes collected for the church from the peasants. The commoner continued to play shuffleboard in secret for a while, but it reappeared in public at a later date. To this day, shovepenny is played in pubs in England. After all, the "Limey" would not let a royal decree interfere with his pleasure. Meanwhile, the nobility refused to give up the game themselves and went to extreme lengths to satisfy their whims. Special game rooms were built with table and floors made with intricate inlays of ivory and rare woods.

Probably at this point, the game made an appearance on board ships for the sailors' recreation. Then the passengers took up the game and for their convenience, the familiar shoving stick was added and the word groat (Old English word for the shuffleboard stick) became quoit (French name for the stick). In that way, deck shuffleboard as we know it today, came into being. It is probable that sometime in the 1800's, some cabinet maker made the first table in this country as a demonstration of his skill.

These historical facts may be only a vague theory drawn around a few substantiated facts, but this is the kind of truth of which history is made. Once the game becomes established in any country, it remains a part of that culture. In this country, shuffleboard is considered a basic piece of equipment in most operators' inventory and shows signs of increased popularity. ■

States Inform Decal Companies that Devices to Stamp 25-packs must use Numbered Stamps

With the advent of the 25-cigarette pack, state tax agencies are seeking methods of affixing tobacco tax stamps in the configuration made necessary by the new packaging. At least two of the decal companies that manufacture tax indicia are marketing semi-automatic devices for this purpose. However, so far these devices are unable to provide the numbered indicia required by good tax enforcement. FTA has learned that several state tax agencies have advised the decal companies that approval cannot be given for the purchase of unnumbered tax stamps. ■

Alabama Raises Cigarette Tax Rate

By 1984 legislation effective July 1, Alabama has increased the rate of its cigarette tax from 16 to 16.5 cents a pack. The same legislation repealed the different rates applying to cigarettes of different lengths, and the additional taxes on packs containing fewer or more than 20 cigarettes. ■

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IN PASSING

Did you know that to this day nobody knows the composer of "The Yellow Rose of Texas", which was published anonymously, with the composer identified only as J.K. ■

Few Americans know that the American flag need not be lowered at night, as long as it is illuminated. ■

Between now and the end of this century—a short 16 years away, economists are predicting that the U.S. economy will generate $4 to $5 trillion in new capital assets. These assets will embody the next generation of applied technology. But unless current financing techniques are altered, small businesses will find access to credit even more limited in the future than today, say economy experts. ■

Chicago still has one of the busiest airports in the world, with more than one American in every four passing through O'Hare Field, in the last year. ■

Thought for the day: The hardest phrase for any expert to enunciate consists of four simple words—"I do not know." ■

Charitable organizations are fond of quoting a proverb, "He gives twice who gives quickly," but Ben Franklin offered an ironic twist to this proverb, with the comment that "he who gives quickly gives twice because he is soon called upon to give again." ■

You can get a free bimonthly listing of all new and revised government books and periodicals for sale by the U.S. Government Printing Office. Entries (including Government research reports, census data, law and regulation, economic and labor statistics, reference works, grant information and energy production and consumption compilations) are arranged alphabetically by subject. Each issue includes an order form. To be placed on the mailing list to receive New Books without charge, write to: New Books, U.S. Government Printing Office, Stop: MK, Washington, DC 20401. Say you saw it in the LOCATION, published by the Amusement and Music Operators Association. ■

Within the past century, there has been almost a complete reversal in the American work-force. In 1880, about 80 percent of the paid workers produced **goods** and only 20 percent provided **services;** in 1980, only 30 percent of the paid workers produced goods, while 70 percent provided services. ■

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Insurance Plan

(Continued from page 31)

weekly salary (exclusive of bonuses, overtime or other special compensation) up to a maximum of $400 per week.

Although no one likes to think about it, the reason people have health insurance is to cover the costs involved should they or a member of their family require treatment or hospitalization. The Association Group Insurance Trust Office prides itself on giving fast and fair claim service. Most claims are paid within 5 to 7 working days if all documentation is in order. Members also benefit from a toll-free number which can be used to answer any questions concerning a claim, billings or benefit changes. A Trust Office specialist is available to assist with any problem or just to discuss the plans available and how a member might get more for their insurance buying dollar.

More information or proposals are available upon request from the Trust Office. Call 1-800-621-6661, (in Illinois call 1-312-346-1221 collect) and ask for extension 5809. If you have few employees, it may be possible to secure a quotation over the phone. ■

WHY THE LOCATION?

As the official voice of the Amusement and Music Operators Association, THE LOCATION is a magazine operators identify with, consult, and save. A majority of the readers are owner operators from all parts of the United States, Canada and 22 other foreign countries and territories. The editorial content of THE LOCATION is devoted entirely to industry information and issues. Peer written and reviewed, THE LOCATION provides an up-to-date forum of practical, thought-provoking articles designed to meet the membership's needs for relevant information.

THE LOCATION seeks to foster knowledge of the coin-op amusement profession through the publication of survey results, technical articles, research, and timely news.

AMOA operator members are the most powerful block of buyers in this industry—controlling well over half of all videogame equipment as well as over 500,000* additional pieces of coin-op equipment.*

We hope you enjoy THE LOCATION and find its articles useful.

*Bernstein Research—The Video Game Industry—
A Strategic Analysis.

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Because of its tradition of news, articles and editorial commentary, from, for and to operators, ***THE LOCATION*** **is THE** continuing source and guide for AMOA members. Its readers make up an influential market not only equipment and supplies but the whole spectrum of industry related products and services (such as tokens, change counters, computer software, and other business related material). If your product or service involves this market, you should advertise in ***THE LOCATION.***

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